

Media Alert
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Virginia Museum of History & Culture Announces Large Retail Clearance Sale

Richmond, VA – The Virginia Museum of History & Culture (VMHC) is announcing the largest retail clearance sale in the museum’s history. Meant to coincide with its recently announced renovation and expansion project, this sale will result in a dramatic reduction of the museum’s retail inventory to prepare for construction designed to transform the existing retail space into a new café. When construction is complete, a new museum shop will be created in a location that is more centrally located to the flow of guest traffic within the building.

A majority of items in the museum shop will be 50% off retail price for purchases onsite and online at ShopVirginiaHistory.org. The sale is open to the public beginning Saturday, October 10. Online shoppers should use the promo code SALE50 to automatically apply the 50% discount for eligible items in their shopping cart. VMHC members get early access on October 8 and 9 plus an additional 10% member discount throughout the sale. Some exclusions, including preorders for the newly announced 2020 Official Virginia History Ornament, will apply.

Take advantage of these deep discounts and get your holiday shopping done early. Contactless pick up or delivery is available for all online purchases. Browse through a huge selection of merchandise including books covering a wide variety of Virginia history topics, household wares and gourmet goods, puzzles and games, children’s books, china, jewelry and much more.

Sale ends November 1.

The Virginia Museum of History & Culture is owned and operated by the Virginia Historical Society – a private, non-profit organization established in 1831. The historical society is the oldest cultural organization in Virginia, and one of the oldest and most distinguished history organizations in the nation. For use in its state history museum and its renowned research library, the historical society cares for a collection of nearly nine million items representing the ever-evolving story of Virginia.

The Virginia Museum of History & Culture is located at 428 N Arthur Ashe Boulevard in Richmond’s Museum District. Hours are Monday – Sunday 10:00 a.m. to 5:00 p.m. for the galleries and museum shop, Monday – Saturday 10:00 a.m. to 5:00 p.m. for the research library. For more information call 804.340.1800, visit VirginiaHistory.org, or connect on Facebook, Twitter, and Instagram.

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